

## ABSTRACT

A shoe display assembly and method for point of purchase display is presented that includes a plurality of shoe boxes, each shoe box having a box body and a lid covering an opening in said box body. The box body has a width dimension and a height dimension, the width dimension being less than the height dimension. The box body further is configured to releasably receive a handle. The assembly further includes a shoe rack for displaying the plurality of shoe boxes. The shoe rack comprises at least one shelf having a lip to retain the boxes on the shelf. The plurality of shoe boxes are rested on the shelf with the lid of each shoe box being mounted to a bottom surface of the shoe box. A first shoe is disposed within each shoe box and a second shoe is disposed on the first shoe such that the first and second shoe are disposed in a vertically stacked arrangement.